

**Marketing & Media** 





# Public Health and Branding: Build, Measure, & Grow Your Health Program

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The CDC and Fleishman-Hillard conduced research among public health professionals and the general public to explore perceptions of public health.

- The public and public health
  - Focus groups with the public conducted in cities across the U.S.
  - Telephone focus groups with public health professionals at multiple levels, i.e. state, local, advocacy orgs.



## **7** Performance Impact



# Does Public Health need a brand?

# Key findings

Public health professionals are very tied to the term "public health" and the brand, but believe it is not leveraged enough.

# Key findings

The public knows very little about what public health actually does.

# Key findings

In Atlanta and Chicago people generally have no concept of public health unless they're receiving some type of public assistance.

# Key findings

In Boston and Portland people correlated the term with pro-active functions: preventative, educational, and protective services in place to anticipate the needs of the community.

# Key findings

The subject of public health was so large and nebulous that no one agreed on a comprehensive definition of the term.



### **7** Performance Impact



# How do you stack up against your competition?

# What Are The World's Ten Most Valuable Brands?

1. ?

**6.** ?

2. ?

**7.** ?

3. ?

8. ?

4. ?

9. ?

5. ?

10.?

Source: BusinessWeek (2006) Interbrand Study

http://www.businessweek.com/magazine/toc/06\_32/B399606globalbrands.htm

#### The World's Ten Most Valuable Brands

- 1. Coca-Cola 6. Nokia
- 2. Microsoft 7. Toyota
- 3. IBM 8. Disney
- 4. GE 9. McDonald's
- 5. Intel 10.Mercedes-Benz

Source: BusinessWeek (2006) Interbrand Study

http://www.businessweek.com/magazine/toc/06\_32/B399606globalbrands.htm

## Advertising Spending

breakfast cereals - \$792 million

candy and gum – \$765 million

soft drinks – \$549 million

snacks - \$330 million

Source: International Journal of Behavioral Nutrition and Physical Activity 2004

# Brand Loyalty

- American consumers are loyal to national brands of food, beverage, and consumer products.
- •49% of respondents said that a familiar brand name is the first or second most important element when making a purchase.

Source: Grocery Manufacturers of America Survey 2002 <a href="http://retailindustry.about.com/library/bl/02q2/bl\_gma061302.htm">http://retailindustry.about.com/library/bl/02q2/bl\_gma061302.htm</a>

## **Brand Loyalty**

- 76% of Americans, in all demographic groups, consider a product's brand before making a final product selection.
- •67% of respondents said they would "chase the brand" to a different store if it wasn't available or do without until the next shopping excursion.

#### Public Health Brands

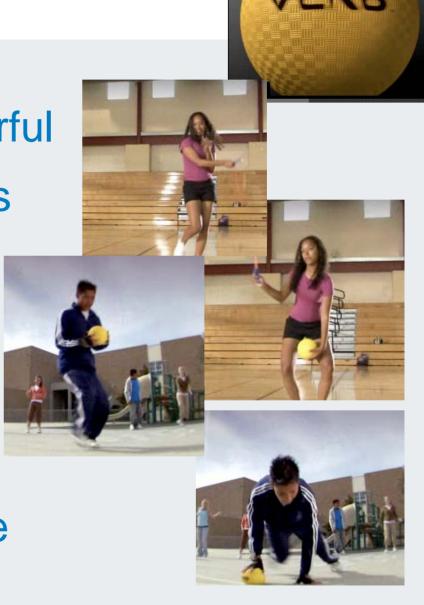


#### Public Health Brands

VERB Brand was recognized and powerful

 Physical activity levels were higher for those who saw VERB ads

A positive effect on physical activity was found across all kids
 the more often kids saw the ads, the more active they were



#### Public Health Brands

- 72% of targeted kids and 42% of their parents have seen VERB
- 96% of these kids understood the message







## Babies At Home?



# m SS theme

#### Babies at home?

I miss them!

- Working parents are plagued by guilt but also think they're doing some things right.
- They say the most important things they do right include instilling:
  - Curiosity
  - Integrity
  - Creativity



Source: CareerJournal (Wall Street Journal)

http://www.careerjournal.com/columnists/workfamily/20030801-workfamily.html

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  - Creativity
  - What About Nutrition?



Source: CareerJournal (Wall Street Journal)

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#### Pester Power

- Parents still give in to the "nag factor."
- Advertisers have identified categories of parents that nagging works best.
- They gear their marketing programs to children accordingly.

Source: Study by Initiative Media

#### Pester Power

# Marketing Parent Categories: Respond to persistent nagging

The Kid's Pals

Younger parents, buy products for themselves as much for the kids. (Think Playstation)

The Indulgers
 Working parents who buy products to assuage their parental guilt.

Source: Study by Initiative Media

# Do they nag you?

# Marketing Parent Categories: Respond to persistent nagging

#### The Conflicted

Know they shouldn't buy the junk, but they do. Advertising helps them determine what to get – adding to their conflict.

Source: Study by Initiative Media

# Do they nag you?

## Marketing Parent Categories:

## Don't respond to nagging

The Necessities Parents

Affluent, upscale, resistant to whining.

Kids must use importance nagging to get anywhere with them.

Source: Study by Initiative Media

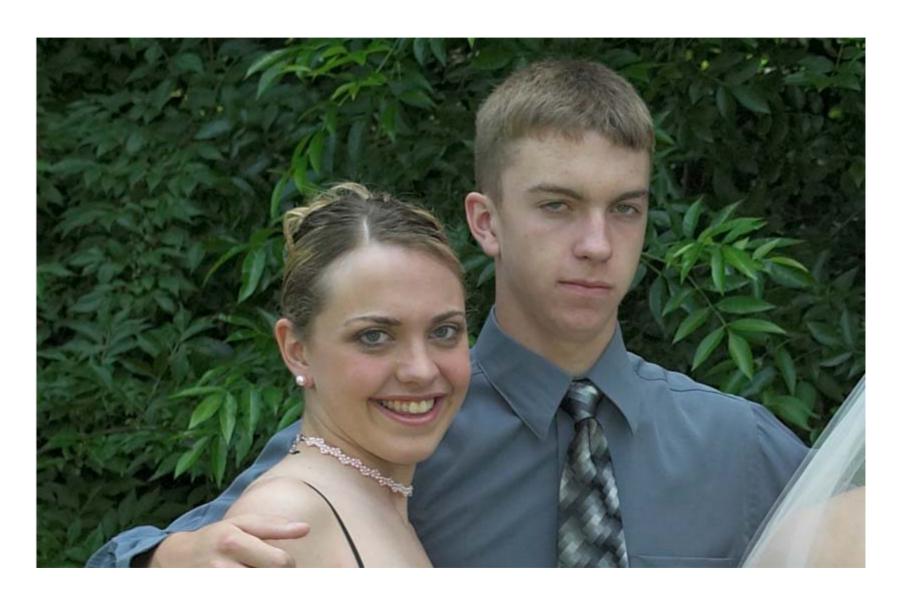
# Is your family complicated?





# want to nurture & encourage them!

# Is your family complicated?

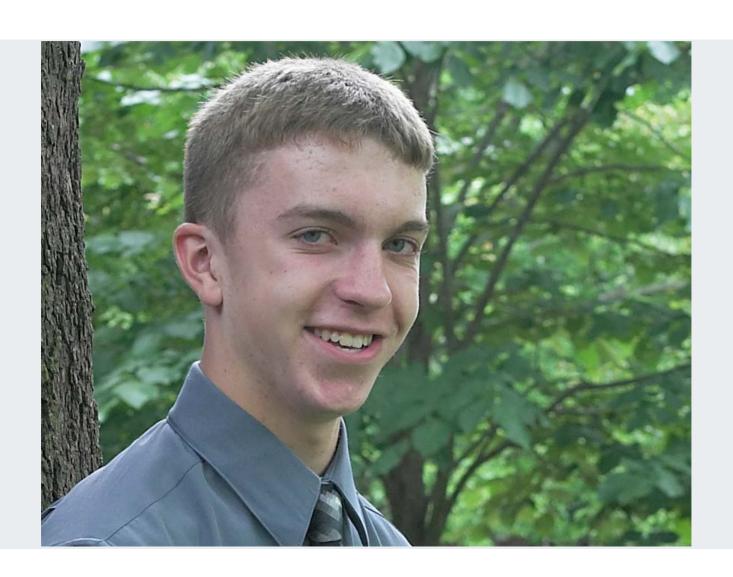


# Is your family complicated?





# "I really care about you."



## Is your family complicated?

I want to nurture and encourage!

- Educate kids about advertising and how marketers target young people
- Challenge your child's definition of "cool"
- Encourage savvy consumer habits
- Encourage your family to watch non-commercial television



Source: Media Awareness Network

http://www.media-awareness.ca/english/parents/marketing/dealing\_marketing.cfm

## Is your family complicated?

I want to nurture and encourage!

- Explain the effects of mass consumerism on the planet and society
- Encourage noncommercial values in your kids
- Put shopping into perspective
- Promote positive examples of advertising



Source: Media Awareness Network

http://www.media-awareness.ca/english/parents/marketing/dealing\_marketing.cfm



### **7** Performance Impact



# What are these brands doing right?



Answer the question

-What do we aspire to be?

# Vision

Core purpose/ideology

Vivid, simple language

Envision the future

**Aspirational** 

**Never changes** 

Self-evident truths

The glue that holds the organization together





- Profit: Maximize return to shareholders while being mindful of our overall responsibilities.
- People: Being a great place to work where people are inspired to be the best they can be.





- Portfolio: Bringing to the world a portfolio of beverage brands that anticipate and satisfy peoples' desires and needs
- Partners: Nurturing a winning network of partners and building mutual loyalty
- Planet: Being a responsible global citizen that makes a difference





# Producing unparalleled entertainment experiences based on a rich legacy of quality, creative content, and exceptional storytelling.





# All youth leading healthy lives

# Mission

Answer the question

# -Why do we exist?



Path – guidance for realizing the vision

Focus on here and now

Focus on delivery

# **Mission**



- To Refresh the World ... in body, mind, and spirit
- To Inspire Moments of Optimism
   ... through our brands and our actions
- To create value and make a difference ... everywhere we engage





# To make people happy





# To increase and maintain physical activity among tweens (youth age 9-13)

# **NCCDPHP ROADMAP**

# **Our Core Purpose**

# **Vision**What we aspire to be

All people in an increasingly diverse society leading long, healthy, satisfying lives.

### **Our Path**

# Mission Why we exist

- To prevent death and disability from chronic diseases.
- To promote maternal, infant, and adolescent health.
- To promote healthy personal behaviors.
- To accomplish these goals in partnership with health and education agencies, major voluntary private sector, and other federal agencies.

## Who We Want To Be

# **Values**

# What guides our actions

- Collaboration
- Social justice (or health disparities)
- Science-driven
- Prevention

# Essence

# What succinctly describes us

- Trustworthy source of credible information
- Bring together science focused on prevention
- Work with you to find solutions
- Results-oriented.

# Convenant Our promises

- Provide the best information available
- Translate science into action
- Focus on those most at risk =

# What We Say

### MESSAGE 1

The National Center for Chronic Disease Prevention and Health Promotion, a part of the Centers for Disease Control and Prevention, is the leading source of science-driven, evidence-based information and guidance on promoting health and preventing chronic diseases.

### PROOF POINT 1

- CDC's Chronic Disease Center conducts public health surveillance, epidemiologic studies and behavioral interventions; disseminates guidelines and recommendations; and assists state health and education agencies to increase their capacity to prevent chronic diseases and promote healthful behaviors.
- The Center's total resources comprise about \$900 million per year and more than 900 employees; of this total funding, \$738 million is provided to outside organizations.
- The CDC's BRFSS is a state-based system of health surveys that make up the world's largest telephone survey. The survey tracks health risks in the United States and uses this information to improve the health of the American people.

### MESSAGE 2

The Chronic Disease Center at the CDC is the nation's largest single source of funding to support research, health promotion and chronic disease prevention programs at the local, state and national levels.

### PROOF POINT 2

- CDC funds 51 grantees that received funds through its National Comprehensive Cancer Control Program.
- CDC funds 36 state arthritis programs.
- CDC created REACH U.S. to support community coalitions that design, implement and evaluate community-driven strategies to eliminate health disparities in key health areas, such as heart disease, diabetes, breast and cervicalcancer, immunizations, infant mortality and HIV/AIDS.

### MESSAGE 3

The Chronic Disease Center at CDC partners and collaborates with public and private organizations to create and support integrated programs to promote healthy behaviors and prevent chronic diseases.

### PROOF POINT 3

- CDC has partnered with schools to develop activity-driven lesson plans for science teachers who want to give their students background material on epidemiology, biostatistics and outbreak investigation as a way of preparing them for the case studies that are the cornerstone of CDC's education program for schools.
- CDC collaborated with the American Heart Association and others to develop A Public Health Action Plan to Prevent Heart Disease and Stroke, which charts a course for the nation to prevent heart disease and stroke during the next two decades and beyond.
   CDC's Prevention Research Centers program provides 530 million for community-based

research projects at over 30 universities.

### MESSAGE 4

Today, chronic diseases—such as cardiovascular disease (primarily heart disease and stroke), cancer and diabetes—are among the most prevalent, costly and preventable of all health problems. By providing national leadership in areas of health promotion and chronic disease prevention, CDC's Chronic Disease Center is making an impact on the lives of every American.

### PROOF POINT 4

- CDC developed a prototype for a comprehensive approach to an effective school curriculum designed to prevent students from engaging in unhealthy behaviors.
   Schools in nearly every state, territory and large city utilize these programs.
- The National Diabetes Education Program (sponsored by CDC and the National Institutes of Health) has multiple campaigns to prevent type 2 diabetes. Millions of Americans are reached every year with messages from this program.





**National Conference** on Health Communication, **Marketing & Media** 





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